Chapter 02 District Regulations and Design Guidelines

02.00.000 Purpose and Intent

The purpose of this Chapter is to provide regulations and design guidelines for each of the ten EUC Districts. It is intended that these regulations and guidelines are used to supplement the other requirements in the FBC and related documents.

This Chapter identifies six dominant land use categories and each of the EUC districts that fall within each of those categories. Districts correspond to those identifies in Exhibit II-1 (Districts). Refer also to Chapter III for additional requirements and exceptions. The requirements for each district include a range of urban form guidelines and then concludes with a diagram indicating district specific regulations, including:

- a. Land use
- b. Permitted intensity
- c. Pedestrian corridor widths
- d. Building setbacks
- e. Building height regulations
- f. Access management regulations
- g. Parking requirements

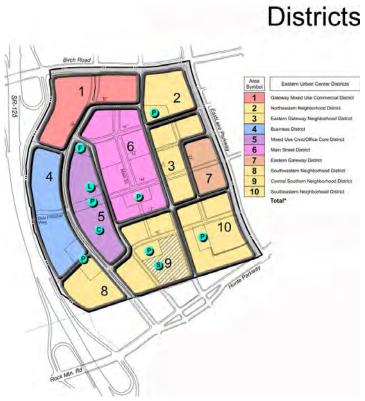


Exhibit II-1

02.01.000 Gateway Mixed Use Commercial District (District 1)

02.01.001 Character Description

- a. The district will serve as a portal and as a transition that "pulls" from surrounding areas into the core of the *EUC*, including *landmark* buildings announcing that the *EUC* is a special place. While both national and regional tenants will be prominent, this district will emphasize horizontal mixed-use. Vertical mixed-use may be present.
- b. Organizing Principles & Urban Design Vision.
 - i. Northern *Landmark* and anchor project of the *EUC*
 - ii. Early phase, urban mixed-use "gateway" to the EUC
 - iii. Prominent locale across from Otay Ranch Town Center (regional lifestyle retail center)

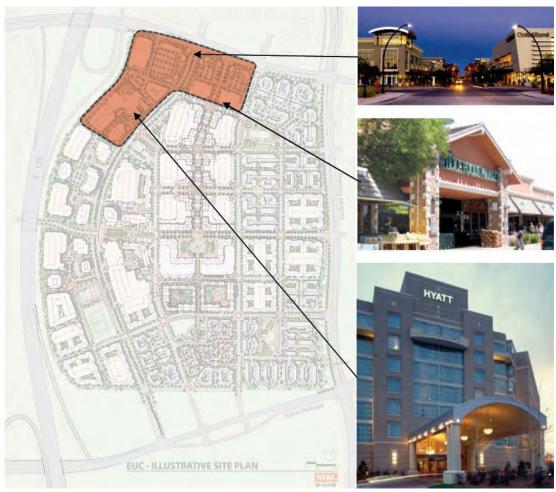


Exhibit II-2



Gateway Mixed Use Commercial District: NW corner of Street A and Birch Road Looking South

* Note: This exhibit is an artist's conception of the ultimate build out of the EUC. It represents only one of the various alternatives that would be consistent with the intended vision for the EUC.

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Legend:

- 1. Canopy street trees improve pedestrian comfort
- 2. Human scaled gateway plaza
- 3. 1-2 story retail frames plaza creating urban condition
- 4. Windows and awnings provide human scale
- 5. Outdoor dining activates plaza and sidewalk
- Decorative paving and "zero" curb condition support comfortable pedestrian crossing
- 7. Fountains offer visual focus to plaza
- 8. Planters, light totems, and other amenities enhance plaza
- 9. Paseo provides convenient access to parking

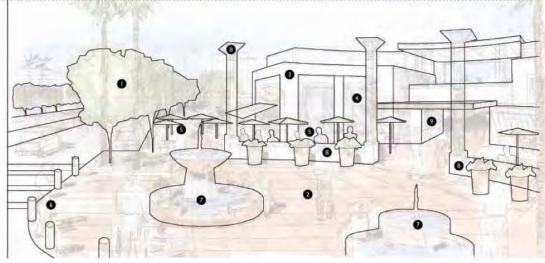


Exhibit II-3 Gateway Mixed Use Character Illustrations

02.01.002 Overall

- a. Provide a distinctive architectural entry statement at the northern entry to the *EUC*, conveyed through *landmark* buildings and prominent corner treatment within mixed-use setting
- b. Generate architectural interest, featuring high quality architecture with prominent building entrances and articulated facades

02.01.003 Site Planning

- a. Incorporate a central entry plaza or feature as the place-making focal point of the district; orient buildings to define this space.
- b. Use architectural treatment of the facades, as well as landscape to visually screen and further reduce the visual impact of the parking lots and/or structures.
- c. Coordinate vehicular and pedestrian connection to Business District.
- d. Screen parking structures and/or lots. This should be done through proper orientation of buildings especially along Street "A" as well as Birch Road. However, landscape screening or other methods may be used.
- e. Include pedestrian connections that link urban parks and paths.
- f. Ensure limited access to Birch Road.
- g. The alignment of jogging path shall be determined during the Design Review and the comprehensive block planning process. It may weave into the development area rather than a continuous frontage along SR-125.

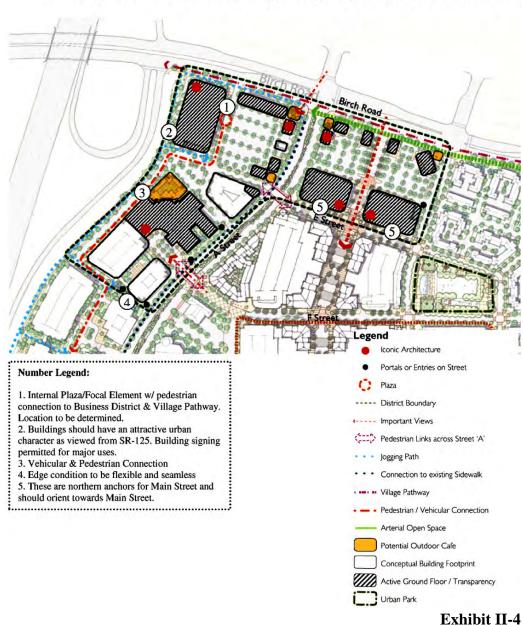
02.01.004 Architecture

- a. Design high-quality buildings to highlight the gateway and announce the district from SR-125 and Birch Road, giving particular attention to providing *iconic* architecture.
- b. Introduce "*Iconic* Architecture" at the intersection with Birch Road to mark this as a special entry portal.
- c. Put active uses on corners to attract customers and create excitement.

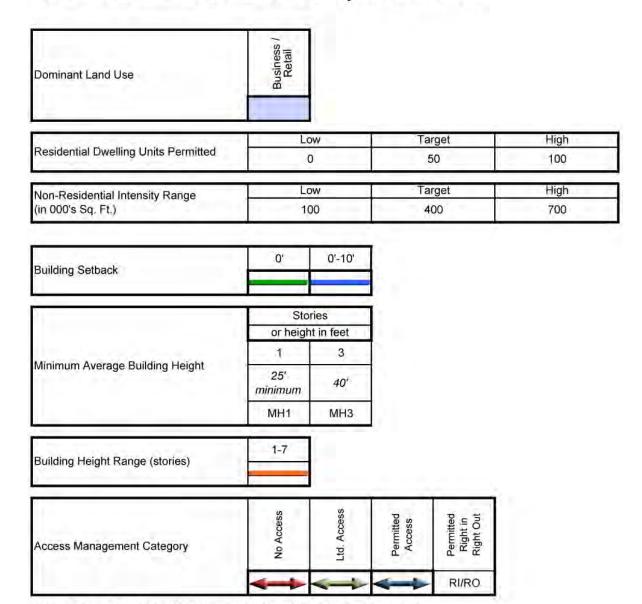
02.01.005 Landscape

- a. Include a highly attractive entry plaza/feature to serve as the principal "place-making" feature of this district.
- b. Provide canopy shade trees in public/outdoor spaces and places to sit in the sun or shade

Gateway Mixed-Use Urban Design Diagram (Design Framework Plan)



District 1 - Table of Requirements



Note: Refer to "Pedestrian Corridors" exhibit for widths and locations of walks.

Exhibit II-5a

District 1 Requirements Gateway Mixed Use Commercial District

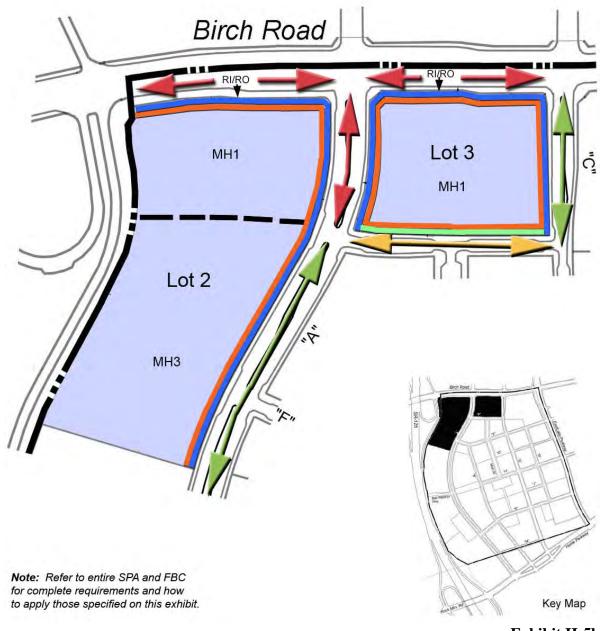


Exhibit II-5b

2.02.000 Business District

02.02.001 Character Description

This district will provide a major office campus within the South County region. Occupants will benefit from proximity and visibility to SR-125. The office district is perceived as a tremendous complement to other uses in the district, bringing expanded employment opportunities to the community, energizing the Main Street, introducing a significant daytime population and providing riders for area transit.

Given the nature of the office market in the City, the intensity of development in the office district will phase in over time. Initial development will likely involve lower profile buildings supported by surface parking lots. Over time, it is expected that these surface parking lots would be replaced by structured parking and taller buildings.

Organizing Principles and Urban Design Vision

- a. Clean, simple, high quality corporate and multi tenant offices.
- b. High quality "urban campus" setting with distinctive landscape features.
- c. Prominent building entries off primary streets and or internal plaza.
- d. Orientation to attract high tech and service tenants.
- e. Buildings near the street; parking areas tucked behind the typical condition. Exceptions to be permitted, particularly where interim solutions for phased intensity may allow parking along street.
- f. Within convenient walking distance of amenities, i.e., restaurant, hotels, entertainment, etc.

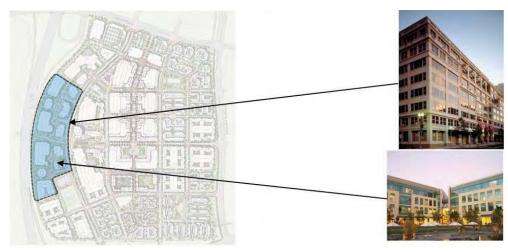


Exhibit II-6



Business District: Corner of Street A and Bob Pletcher Way looking South at corner plaza

* Note: This exhibit is an artist's conception of the ultimate build out of the EUC. It represents only one of the various alternatives that would be consistent with the intended vision for the EUC.

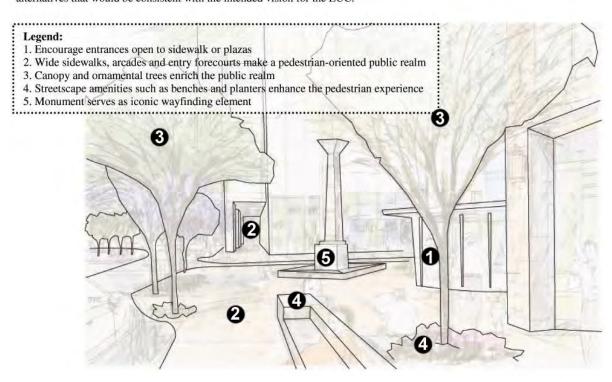


Exhibit II-7

02.02.002 Overall Guidelines

- a. Provide shops and restaurants within walking distance of the office campus adding to a lively working environment.
- b. Encourage the use of durable materials that exhibit permanence and quality; and emphasize quality construction.

02.02.003 Site Planning

- a. Promote clustering of buildings around common entry plazas that connect to the pedestrian realm.
- b. Establish a strong visual relationship between buildings, their frontage street and the SR 125 expressway.
- c. Coordinate pedestrian and vehicular access with adjacent districts.
- d. Ensure plazas are tied into the community-wide pedestrian circulation system.
- e. The alignment of jogging path shall be determined during the Design Review and the comprehensive block planning process. It may weave into the development area rather than a continuous frontage along SR-125.

02.02.004 Architecture

- a. Design architecturally distinctive buildings that take advantage of freeway visibility and *EUC* street frontage to create prominent building addresses.
- b. Utilize building podiums to define entry plazas, help settle buildings into their site setting, while promoting "point" towers that will create distinctive *landmarks* in the *EUC* skyline.
- c. Create distinctive and flexible buildings rather than architectural character based on a unified "theme".

02.02.005 Landscape

- a. Emphasize the common entry drive and plaza as the principal place-making features of each sub-district.
- b. Design common entry plazas to function as local serving outdoor gathering space for employees and visitors to complement, but not divert from, those in the civic Plaza and Main Street.



Exhibit II-8

District 4 - Table of Requirements

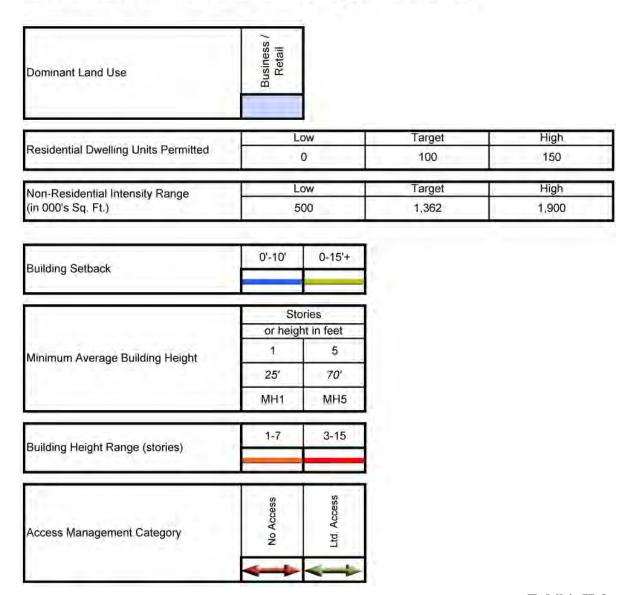
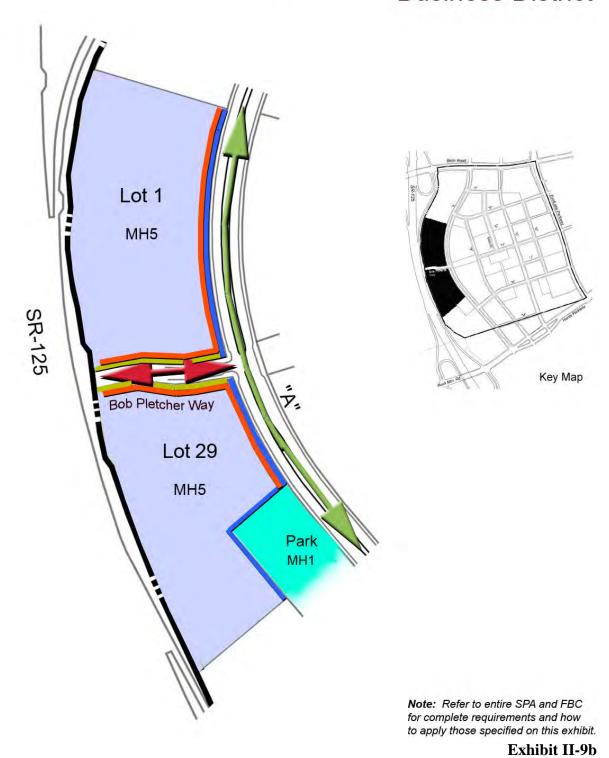


Exhibit II-9a

District 4 Requirements Business District



02.03.000 Mixed-Use Civic / Office Core District

02.03.001 District Character Description

EUC's role as community core is solidified by the presence of the Civic Core. This district functions as the symbolic and ceremonial focus of community government and culture. Cultural activities such as a public library, multi-purpose venue, fire station and entertainment center, museum and/or a concert hall will attract broad community interest, augment the public life of Chula Vista, and enliven the *EUC*.

02.03.002 Organizing Principles and Urban Design Vision

- a. "Heart of the *EUC*"
- b. Civic Plaza provides the key place-making feature and focus for public events with connections to surrounding activities.

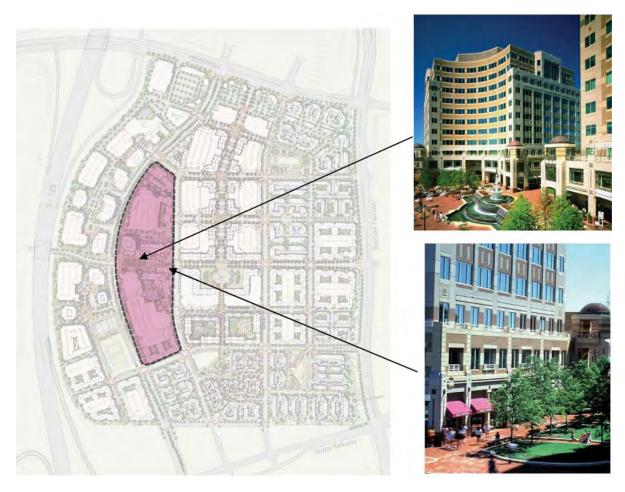
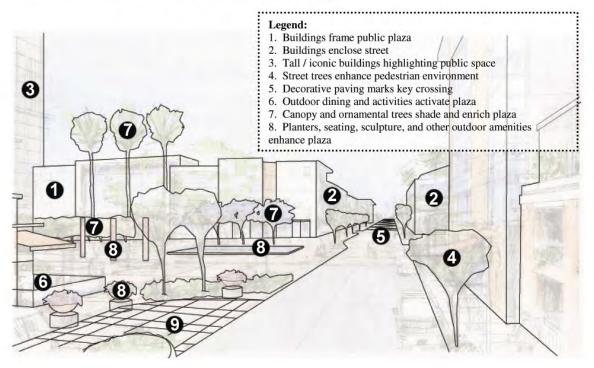


Exhibit II-10



Mixed Use Civic / Office District: Looking North along B Street at the corner of the civic park

* Note: This exhibit is an artist's conception of the ultimate build out of the EUC. It represents only one of the various alternatives that would be consistent with the intended vision for the EUC.



II-15

Exhibit II-11

02.03.003 Overall Guidelines

- a. Orient buildings to define public space, providing civic, cultural, and other active, pedestrian-oriented uses that front on the main plaza.
- b. Introduce a high standard of design that reflects this district's prominent address, including the presence of *iconic* architecture.
- c. Emphasize quality construction; stress the use of durable materials that exhibit permanence and quality.
- d. Allow flexibility to accommodate phased development that facilitates future "urban intensification" of the district.
- e. Encourage a "permeable" edge condition for uses fronting plaza to create an outdoor extension of the indoor space and use.

02.03.004 Site Planning

- a. Orient buildings to define public realm, especially the main plaza.
- b. Site buildings to screen parking structures from the Civic plaza and street "B".
- c. Encourage shared parking through out the civic and office districts.

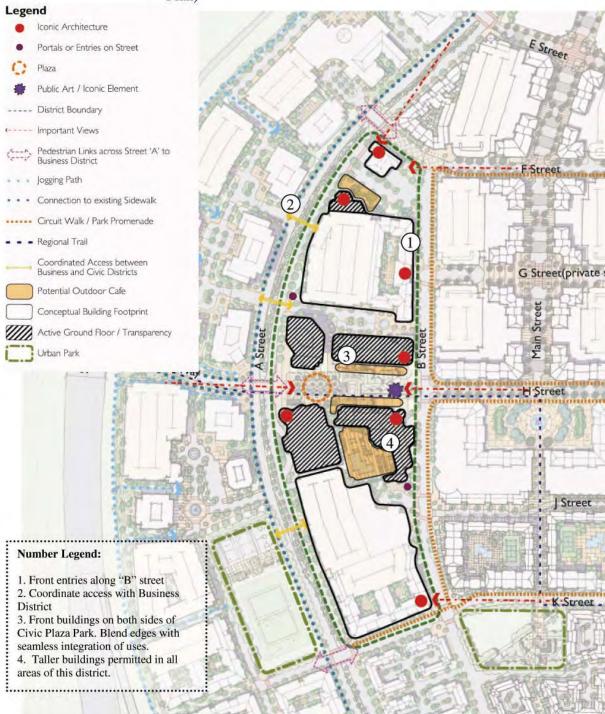
02.03.005 Architecture

- a. Introduce a high standard of design that distinguishes the district's prominent address at the "heart of the *EUC*".
- b. Exploit corner sites with special architectural treatments and address-giving features.
- c. The library should incorporate a highly transparent facade oriented to the Civic Plaza and Street "B" to allow views into and from the library. The use of the plaza as an outdoor extension of the library shall be encouraged.

02.03.006 Landscape

- a. Complement the main civic plaza that will accommodate a variety of the community events and programs.
- b. Introduce canopy trees and outdoor amenities with public outdoor spaces.

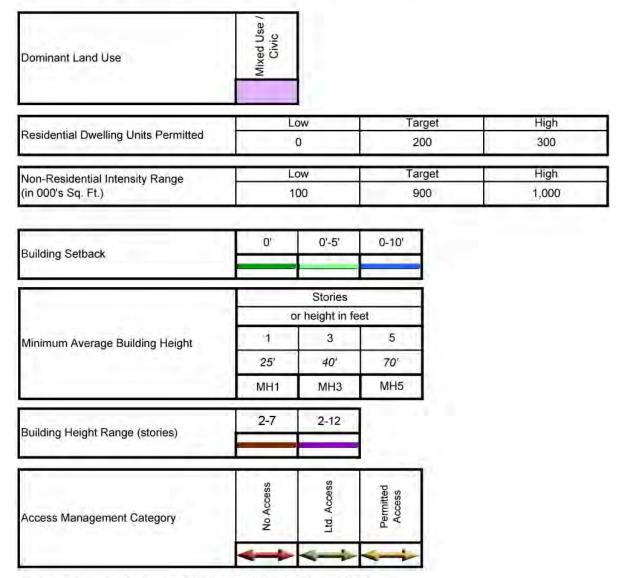
 Mixed-Use Civic/Office Urban Design Diagram (Design Framework Plan)



II-17

Exhibit II-12

District 5 - Table of Requirements



Note: Refer to the "Pedestrian Corridors" exhibit for widths and locations.

Exhibit II-13a

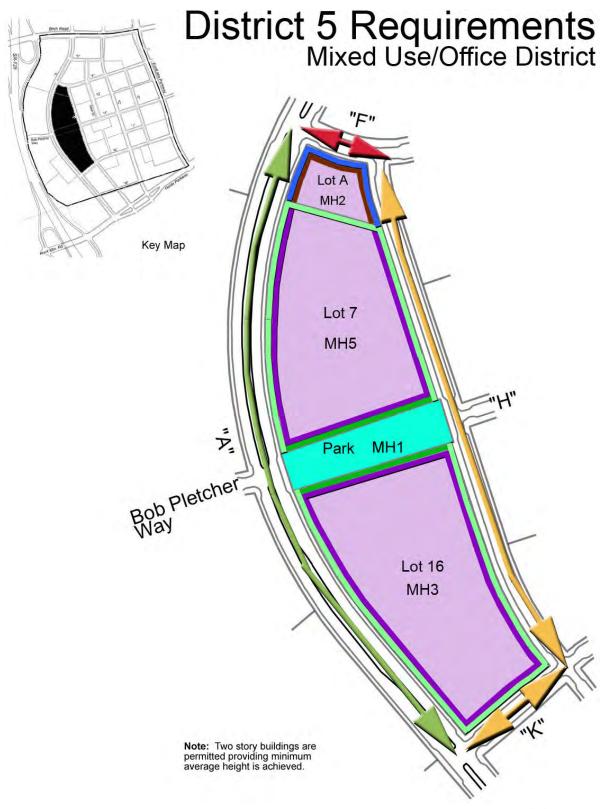


Exhibit II-13b

02.04.000 Main Street District

02.04.001 Character Description

This district will be the most active and urban component of the project, a mixed-use, pedestrian environment that combines office and residential uses over ground *floor* retail. Entertainment is an important component of Main Street, including retail shops, restaurants, bars and cafes, and a potential for a grocery store, generating activity day and night. Public spaces accommodating community events, street fairs, and farmer's markets will further "make this <u>the</u> place to be."

02.04.002 Organizing Principles and Urban Design Vision

- a. Continuous 3-4 *story* mixed-use buildings, i.e.,office, residential, hotel (uses include ground level retail).
- b. Vibrant, high energy, eclectic "round the clock Main Street" focused mixed use pedestrian-oriented precinct.
- c. Visually interesting secondary entry gateway (portal) from Birch Road.
- d. Special lighting & signage to provide drama and upscale elegance.
- e. High quality pedestrian connections to districts beyond as well as parking with shared parking preferred.





* Note: This exhibit is an artist's conception of the ultimate build out of the EUC. It represents only one of the various alternatives that would be consistent with the intended vision for the EUC.

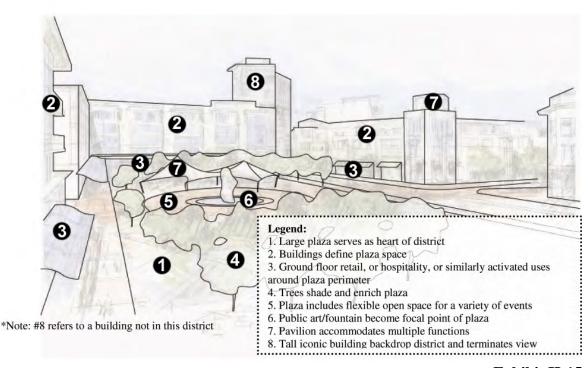


Exhibit II-15



Main Street District: At the intersection of Main Street / Street B looking South

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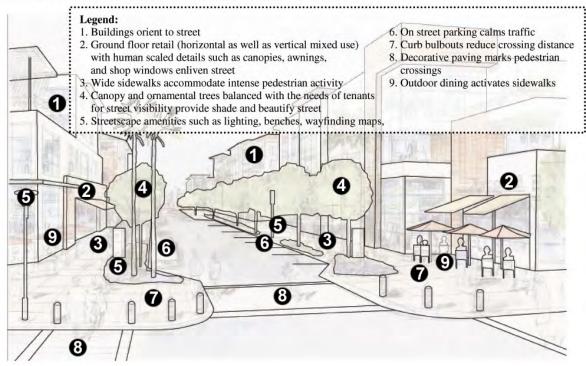


Exhibit II-16

02.04.003 Overall

- a. Encourage a complimentary mix of uses throughout the Main Street District to ensure "round-the-clock" activity.
- b. Promote a high level of streetscape amenity due to the pedestrian-oriented nature of the Main Street District

02.04.004 Site Planning

- a. Establish a strong relationship between buildings and Main Street, placing the building at or near the sidewalk edge (i.e. reinforce the street wall).
- b. Emphasize ground *floor* retail frontage, although horizontal mixed use is permitted, along Main Street, potential residential and boutique hotel with minimal retail uses on the side streets at primary intersection.
- c. Highlight ground *floor* pedestrian oriented uses around Town Square Plaza to activate the space.

02.04.005 Architecture

- a. Introduce pedestrian-scaled design elements at street level, including inviting entrances, transparent windows, coordinated canopies and awnings.
- b. Maintain a high degree of street-level transparency, featuring regular openings (frequent entrances), expansive storefront windows, engaging window displays, and opportunities for outdoor dining.
- c. Encourage distinctive and innovative storefront design and signage while maintaining compatibility with the overall building character and urban street scene.
- d. Storefront Transparency: Storefronts along Main Street shall be comprised of a minimum of 70% transparent glazing and a maximum of 30% solid wall. This standard shall apply to the ground floor leasable space of storefronts. Variation may be considered in order to accommodate individual restaurant concepts while keeping in mind the need to maximize transparency in a manner consistent with adjacent storefronts.

02.04.006 Landscape

a. Make the Main Street's sidewalks social spaces, accommodating outdoor dining, window shopping meeting and strolling, while de-emphasizing the automobile and limiting parking's visual presence.

- b. Contribute to the physical safety and comfort of pedestrians, incorporating streetscape amenities such as wide sidewalks, canopy street trees and street furniture.
- c. Encourage outdoor seating in conjunction with restaurants.
- d. The design of the town square should reflect the multipurpose nature of this space, allowing flexibility for gathering, performances, and other community uses.
- e. Balance tenants visibility needs with pedestrian shading needs when placing landscape.

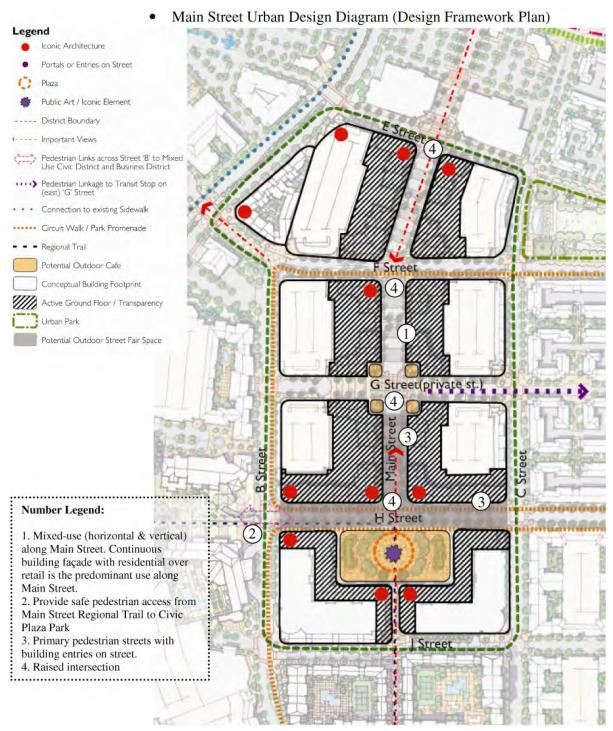


Exhibit II-17

II-25

02.04.007 Activation

- Promote activities within district with public and private events that spill into the a. streets and parks.
- b. Encourage routine street closures and concessions to activate district with pedestrians, as shown on Exhibit II-18 (Street Closures and Concessions), with consideration of a global city permit process.

Street Closures and Concessions



Exhibit II-18

DISTRICT REGULATIONS AND DESIGN GUIDELINES

District 6 - Table of Requirements

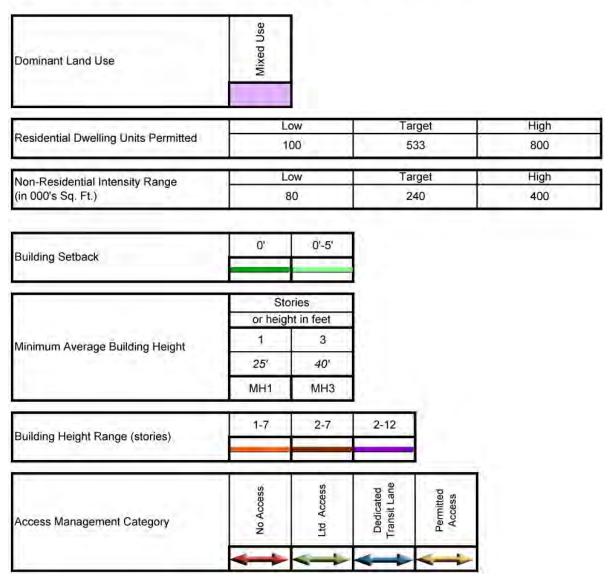


Exhibit II-19a

District 6 Requirements Main Street District

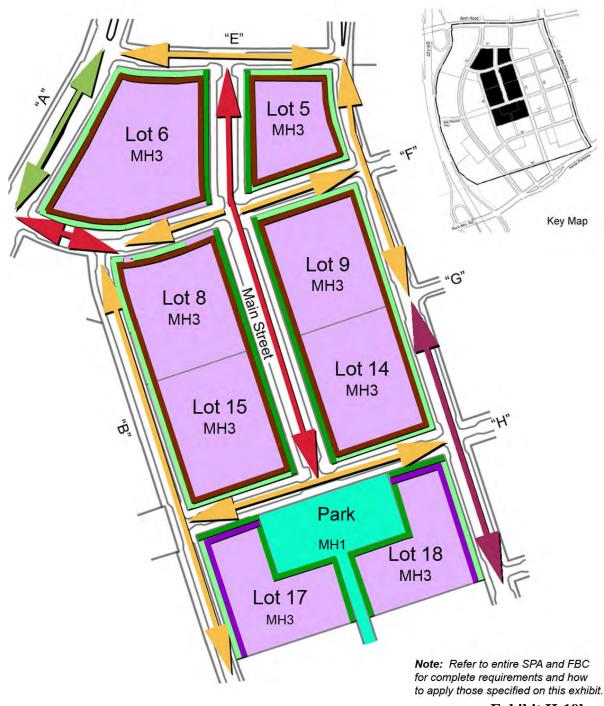


Exhibit II-19b

02.05.000 Eastern Gateway District

02.05.001 Character Description

Create a district that announces the active urban character of Main Street and the Civic Core. Function as the primary eastern gateway to Main Street from Eastlake Blvd., while acknowledging the grade separations between this district and the adjacent streets.

02.05.002 Organizing Principles and Urban Design Vision

- a. Creates a unique distinguishable entrance for the eastern gateway.
- b. Located within strolling distance of shopping, transit, restaurants, and entertainment.
- c. Shared courtyards promote social interaction and a sense of community.
- d. Street oriented housing promotes a unique urban lifestyle.



Exhibit II-20



Eastern Gateway: Corner of Eastlake Parkway and Street H looking West

* Note: This exhibit is an artist's conception of the ultimate build out of the EUC. It represents only one of the various alternatives that would be consistent with the intended vision for the EUC.

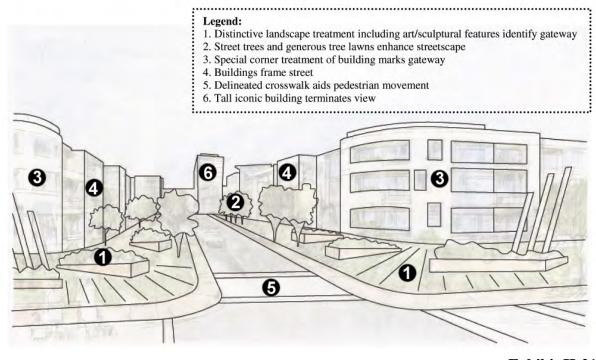


Exhibit II-21

02.05.003 Overall

Provide an architectural entry statement at the eastern portal to Main Street featuring a *landmark* building(s) with prominent corner treatment

02.05.004 Site Planning

- a. Reinforce the eastern gateways through corner massing elements or other special design features.
- b. Orient buildings to frame and accent the eastern gateway.
- c. Situate buildings to allow for visual connection to *iconic* building at the street's terminus.
- d. Building setbacks along EastLake Parkway and the entry street are based on proposed slope banks. Should these slope banks be altered with retaining walls, the buildings should be then moved closer to the street frontage.

02.05.005 Architecture

- a. Design prominent *landmark* buildings that frame the entry to Main Street.
- b. Incorporate special architectural features / treatments at the entry corners.

02.05.006 Landscape

- a. Include special landscape treatment, decorative paving, and accent lighting, at the eastern gateway to introduce the district.
- b. Promote artwork/sculptural, fountain or other distinctive features as entry elements for the eastern gateway.



Exhibit II-22

II-33

District 7 - Table of Requirements

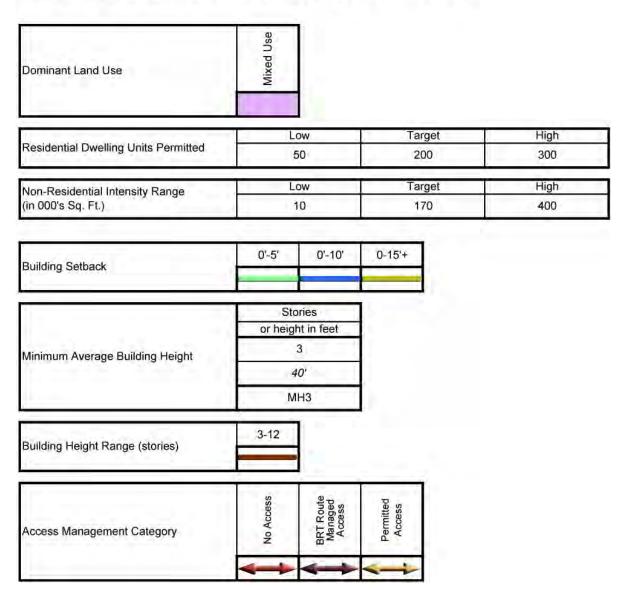


Exhibit II-23a

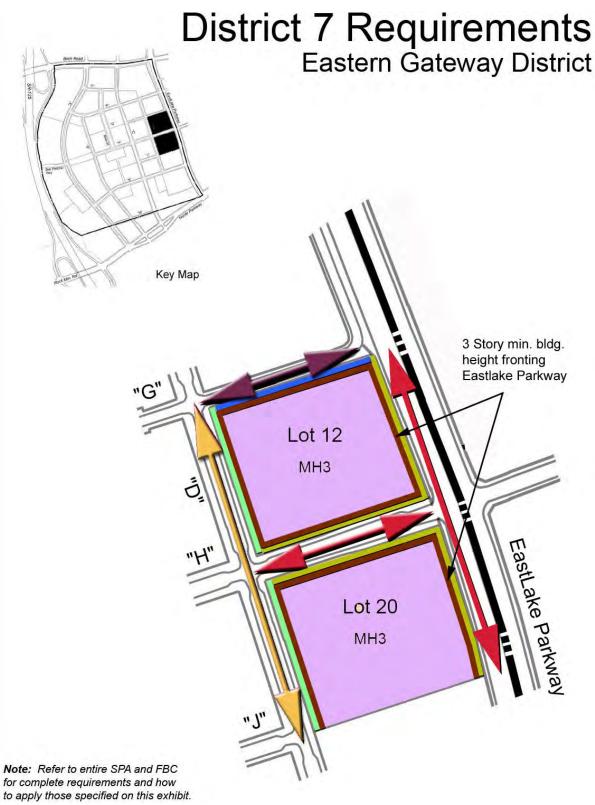


Exhibit II-23b

02.06.000 Residential Neighborhood Districts

02.06.001 Character Description

The *EUC* accommodates up to 2,983 dwelling units in a variety of urban residential products. While the greatest residential densities will surround the Main Street, the *EUC* also incorporates a series of residential neighborhoods organized around neighborhood parks. Residents within these neighborhoods will have access to a full array of services, such as shopping, neighborhood shops and restaurants, and active recreation areas within walking distance.

02.06.002 Organizing Principles and Urban Design Vision

- a. Variety of housing products and forms.
- b. Street oriented urban format housing with shared public spaces.
- c. Located within strolling distance to main street hub and urban parks.
- d. A safe and clean urban lifestyle choice.
- e. A leisurely walk to work, shopping, transit, restaurants, and evening entertainment.
- f. Lifestyle based on the street oriented activities instead of backyard patios.
- g. A place to live distinct yet intertwined lives.
- h. A place for social interaction instead of home/yard maintenance.
- i. A high speed connected lifestyle.

Residential Neighborhoods



Exhibit II-24



Neighborhood District: At the corner of Street K and D looking West

* Note: This exhibit is an artist's conception of the ultimate build out of the EUC. It represents only one of the various alternatives that would be consistent with the intended vision for the EUC.

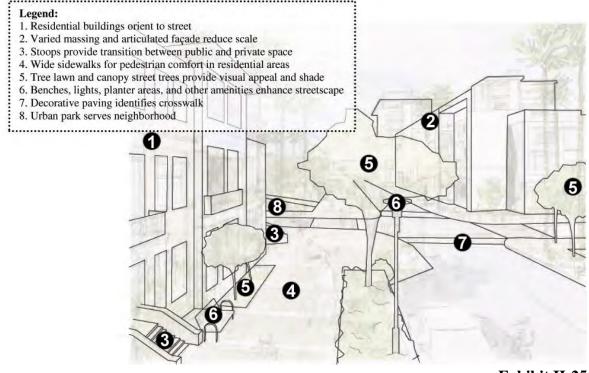
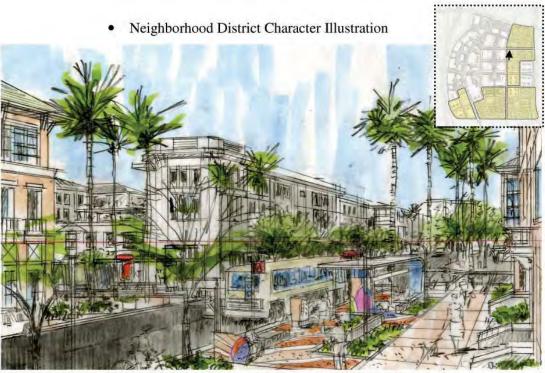
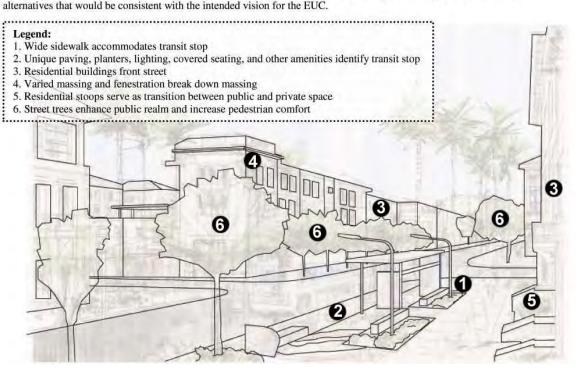


Exhibit II-25



Neighborhood District: Transit Stop on the corner of Street G and C looking North

* Note: This exhibit is an artist's conception of the ultimate build out of the EUC. It represents only one of the various alternatives that would be consistent with the intended vision for the EUC.



II-39

Exhibit II-26

02.06.003 Overall

- a. Foster a sense of neighborhood identity and community, featuring a diversity of housing types organized around neighborhood parks.
- b. Utilize design strategies that place "eyes on the street", especially entrances and windows that face / orient to the street and public spaces.
- c. Establish a transition between public and private space, such as a minor grade separation between the sidewalk and ground *floor* residential use, as well as entry porches and stoops.
- d. Communicate the residential function of a building with an emphasis on domestic scale and details, including three-dimensional design features such as chimneys, porches, balconies and bays.
- e. Provide functional outdoor space in conjunction with residential developments, including private and/or communal spaces that augment neighborhood parks.

02.06.004 Site Planning

- a. Locate building entries to front on urban parks and primary pedestrian streets where possible.
- b. Organize internal pedestrian circulation for convenient access to the overall *EUC* pedestrian system.
- c. Place parking structures and lots internally, whenever possible.
- d. Orient buildings for "eyes on the street" and public spaces when possible.
- e. The alignment of jogging path in District 8 shall be determined during the Design Review and the comprehensive block planning process. It may weave into the development area rather than a continuous frontage along SR-125.

02.06.005 Architecture

- a. Vertical and architectural flexibility instead of repetitious design themes.
- b. Use common gathering places rather than private useable open space.
- c. Design buildings to have an "Urban Character" even in 2-3 *story* formats.
- d. Move buildings close to streets with front doors or common entry portals facing the street.

02.06.006 Landscape

- a. Promote dominant landscaping for streetscape and design in an urban format character.
- b. Avoid suburban landscape features such as, greenbelts and common landscaped open space with minimal functionality.
- c. Create intimate gathering places for resident social interaction.

 Northeastern Neighborhood District Urban Design Diagram (Design Framework Plan)

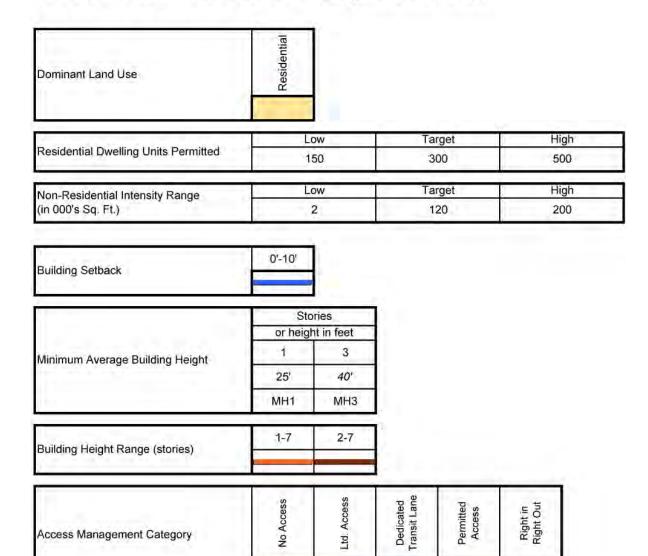


Number Legend:

- 1. Establish urban character with landmark feature at entry
- 2. Line park with a minimum of two streets or drives. Front doors facing park where possible. Building entries front park.
- 3. Use portals on Birch Road and Eastlake Pkwy. to access internally located entries from Village Pathway and sidewalks
- Create urban character along edge, but front doors are not required to front on Transit Guideway.

Exhibit II-27

District 2 - Table of Requirements



Notes:

Minimum height for buildings fronting arterials is 3 stories. Refer to Exhibit "Pedestrian Corridors" for widths and locations.

Exhibit II-28a

RI/RO

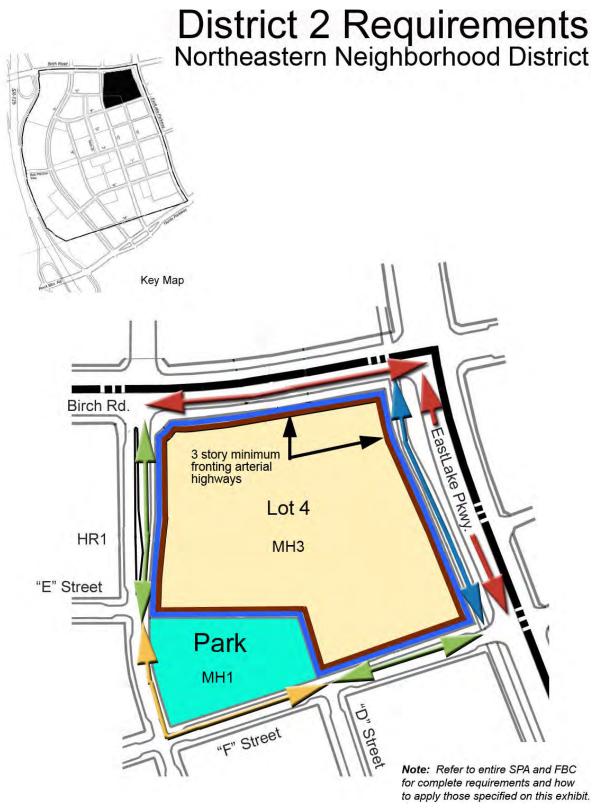


Exhibit II-28b

 Eastern Gateway Neighborhood District Urban Design Diagram (Design Framework Plan)

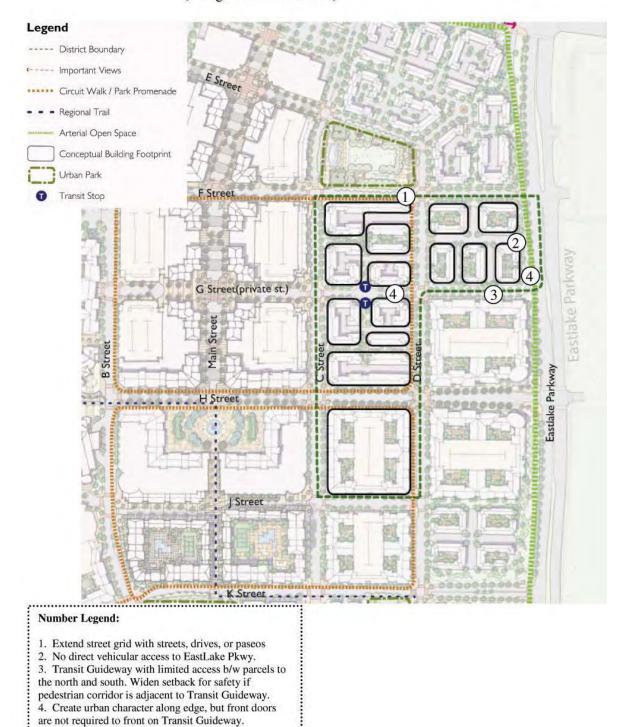
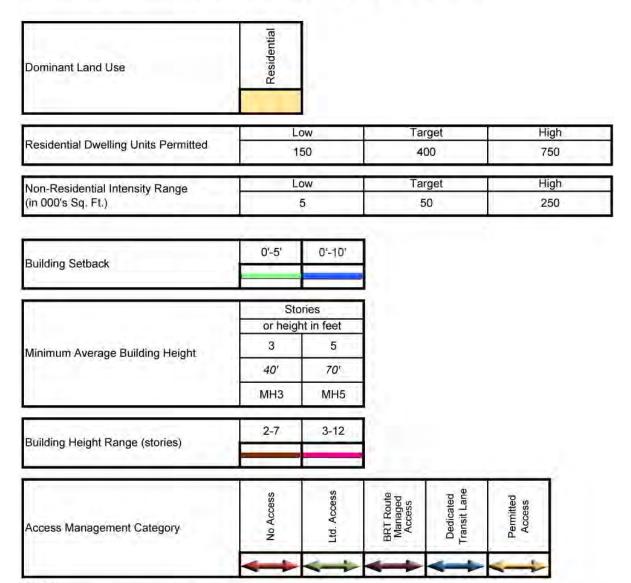


Exhibit II-29

District 3 - Table of Requirements

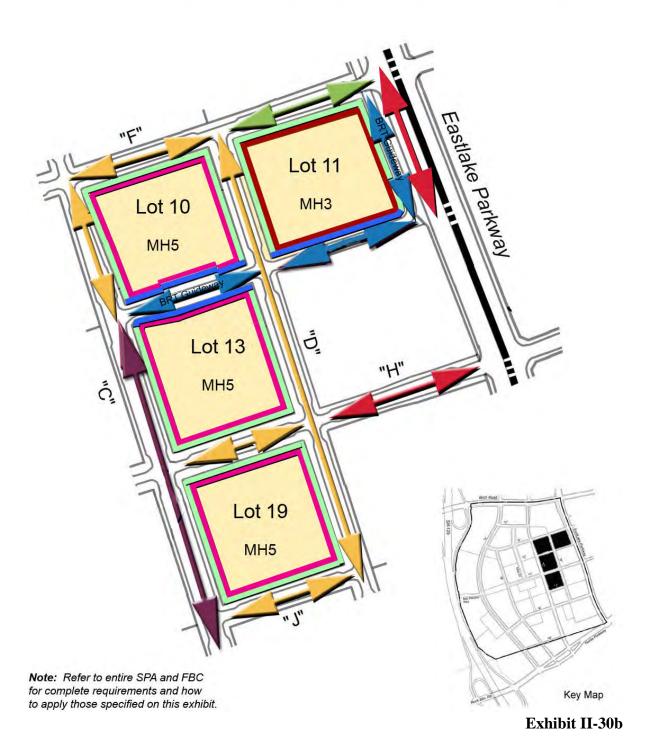


Notes.

Minimum height for buildings fronting arterials is 3 stories. Refer to Exhibit "Pedestrian Corridors" for widths and locations.

Exhibit II-30a

District 3 Requirements Eastern Gateway Neighborhood District



II-49

 Southwestern Neighborhood District Urban Design Diagram (Design Framework Plan)



Number Legend:

- 1. Line park with a minimum of two streets or drives. Front doors facing park where possible. Building entries front park.
- 2. Edge condition between adjacent districts to be flexible with compatible interface.
- Architectural design of buildings to address noise from SR-125.
- 4. Adjacent property owner to coordinate site design to achieve seamless edge

Exhibit II-31

District 8 - Table of Requirements

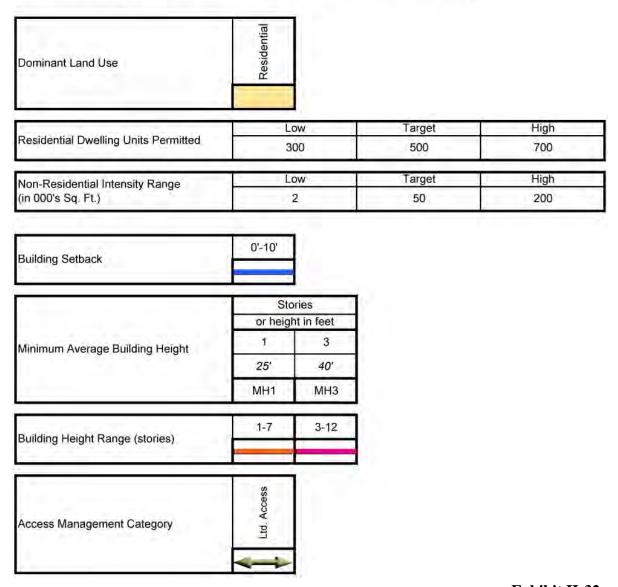


Exhibit II-32a

District 8 Requirements

Southwestern Neighborhood District

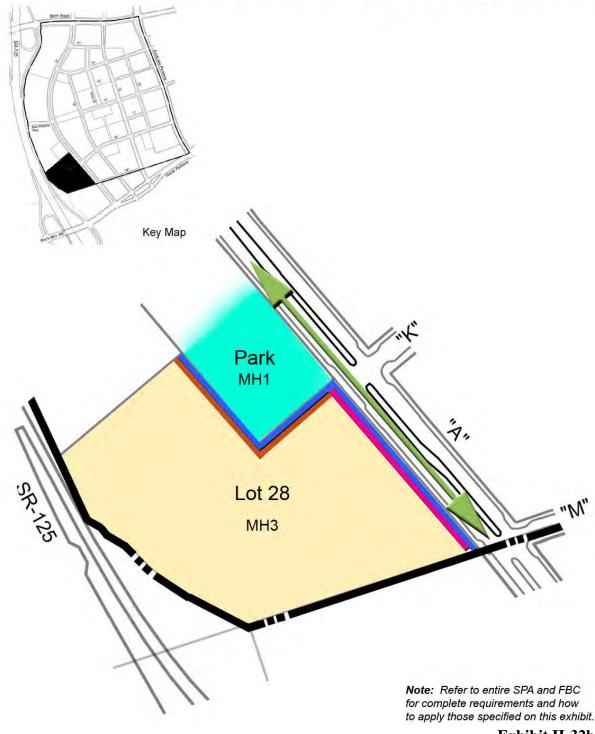
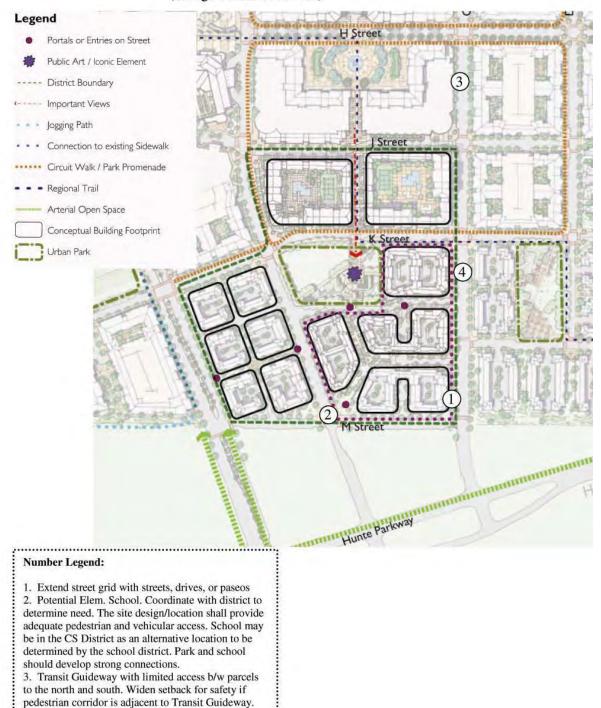


Exhibit II-32b

 Central Southern Neighborhood District Urban Design Diagram (Design Framework Plan)

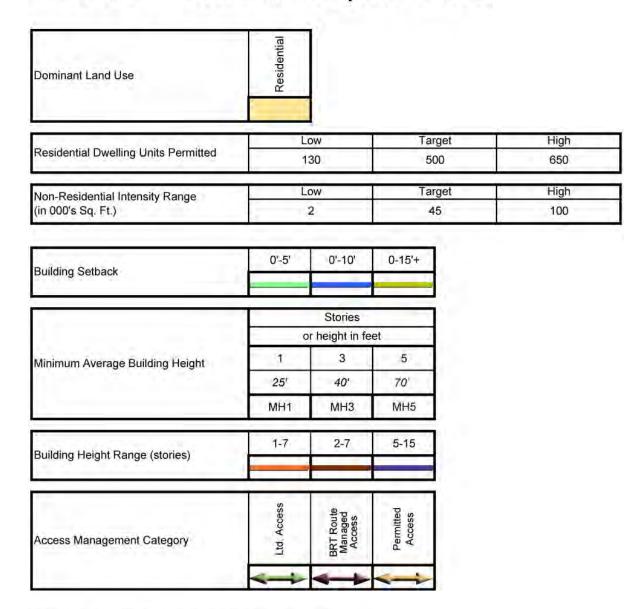


II-54

Exhibit II-33

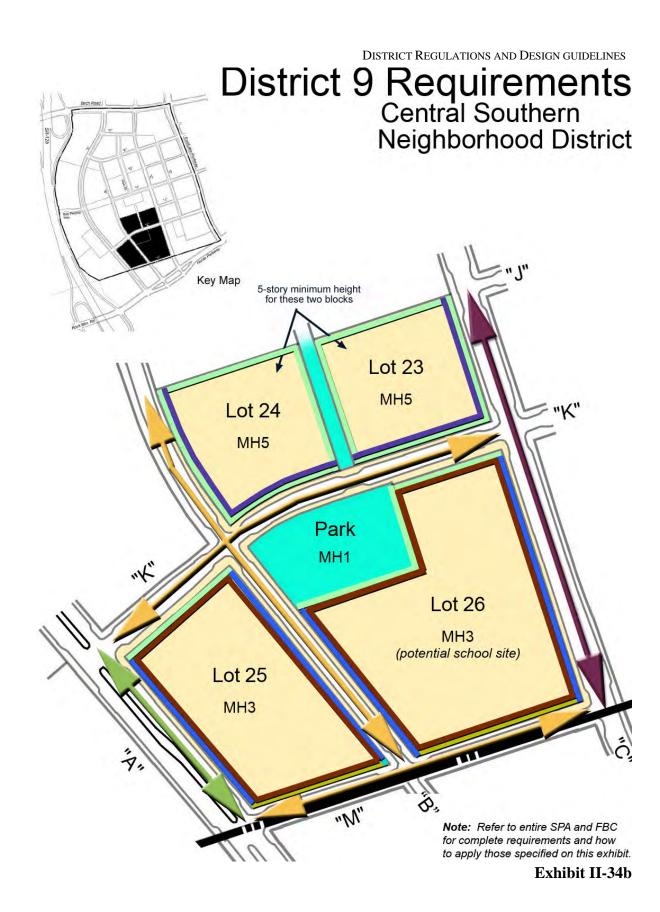
4. Create urban character along edge, but front doors are not required to front on Transit Guideway.

District 9 - Table of Requirements



Note: Refer to Exhibit, "Pedestrian Corridors" for widths and locations.

Exhibit II-34a



Southeastern Neighborhood District Urban Design Diagram (Design Framework Plan)

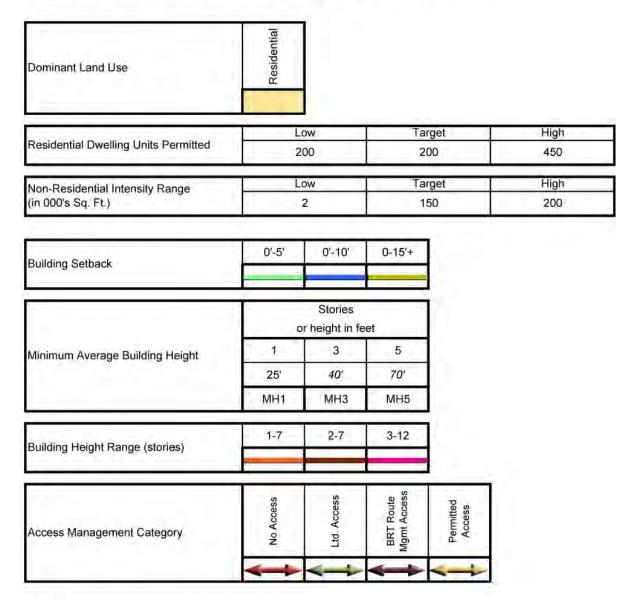


Number Legend:

- 1. Edge condition between adjacent districts to be flexible with compatible interface.
- 2. Pedestrian Bridge to extend Regional Trail.
- 3. Transit Guideway with limited access b/w parcels to the north and south. Widen setback for safety if pedestrian corridor is adjacent to Transit Guideway.
- 4. Create urban character along edge, but front doors are not required to front on Transit Guideway. 1.....

Exhibit II-35

District 10 - Table of Requirements



Notes:

Minimum height for buildings fronting arterials is 3 stories. Refer to Exhibit "Pedestrian Corridors" for widths and locations.

Exhibit II-36a

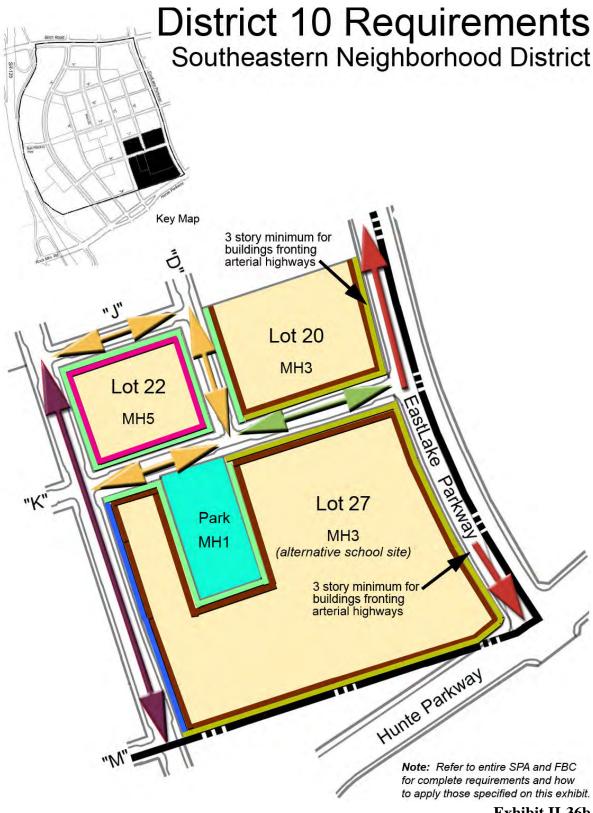


Exhibit II-36b